

COLOR THEORY

Hue, Value, and Intensity are the three main characteristics of COLOR.

Hue: Refers to the name of the color, such as Red.

Value: Describes how light or dark a color is.

Intensity: Refers to the brightness or dullness of the color.



COLOR WHEEL

PRIMARY COLORS:

- The basic hues in any color system that in theory will be used to mix all other colors.
- RED, YELLOW, BLUE

SECONDARY COLORS:

- A combination of 2 primary colors or hues.
- Yellow + Red = Orange, Blue+ Red= Violet, and
- Blue + Yellow = Green



COLOR WHEEL

INTERMEDIATE OR TERTIARY COLORS:

- A mixture of a primary and a secondary color
- The primary color is always listed first followed by the secondary color.
- Examples include: Yellow-orange, yellow-green, blue-green, blue-violet, red-violet, red-orange.



COLOR WHEEL

WARM COLORS:

- Warm colors are the yellows and reds of the color spectrum, associated with fire, heat, sun, and warmer temperatures; also called hot colors
- They are vivid in nature.
- They are bold and energetic.
- Warm colors are those that tend to advance in space; therefore, caution needs to be taken so you do not overwhelm your content with eye catching hues.
- If an element in your design needs to pop out, consider using warm colors to do that.



COLOR WHEEL

COOL COLORS:

- Cool colors are made mostly of green, blue and violet.
- This family of colors is called cool because they remind you of cool things like a cool forest or a cold lake.
- Cool colors are soothing in nature.
- They give an impression of calm and rarely overpower the main content or message of a design.
- They tend to recede; therefore, if some element of your design needs to be in the background, give it cool tones.



COLOR SCHEMES

ANALOGOUS:

- Colors next to each other on the color wheel
- Ex. Orange and Red Orange

COMPLIMENTARY:

- Colors across from each other on the color wheel.
(opposites)
- When mixed in equal amounts gets a neutral gray.
- Ex. Red and Green



COLOR SCHEMES

MONOCHROMATIC:

- 1 Color with white and black added to it.
- “Mono” meaning one
- “Chromatic” meaning presence of color

POLYCHROMATIC:

- All colors and variations.
- “Poly” meaning more than 1
- “Chromatic” meaning presence of color



COLOR SCHEMES

ACHROMATIC:

- Means “without color”
- A colorless scheme consisting of blacks, whites, and grays.
- May also be referred as neutral colors

Watercolor

“Watercolor” is the American spelling.

“Watercolour” is the British spelling.

Watercolor can be defined as many things such as:

- A painting technique using paint made of colorants suspended or dissolved in water.
- Any paint that uses water as a solvent.

Common techniques for applying watercolor are:

wet-on-wet	wet-on-dry	dry-on-wet
drybrush	dry-on-dry	



Using Watercolor:

- Colors are usually spread and applied with brushes, but other tools may also be used.
- Colors can be removed while still wet, to various degrees by blotting.
- Resist methods of crayons, masking tape, and rubber cement may also be use for different effects.



Watercolor Media

- Most watercolor painting is done on paper, but other surfaces can also be used.
- Characteristics of good watercolor paper would be:
 - white
 - very thick with high cotton - rag content,
 - tooth edge
- Watercolor brushes are usually softer bristles brushes made out natural materials such as camel or horse hair.

Georgia O'Keeffe

- Georgia O'Keeffe was born November 15, 1887 and died March 6, 1986.
- She lived to be almost 100 years old and painted up till the end of her life.
- She is an American artist, who is typically associated with the American southwest and particularly New Mexico where she settled late in life.
- O'Keeffe has been a major figure in American art since the 1920s and is most known for paintings of flowers, rocks, shells, animal bones and landscapes.
- www.britannica.com/.../Georgia-OKeeffe-1968






Growing Up

- When Georgia was growing up, most girls learned embroidery and other sorts of artwork that help decorate the house. Few were encouraged to try to make their livings as artists. O'Keeffe did not see things that way and started taking art lessons. When she was twelve years old she decided to become an artist.



High School Experience

One day in her high school class, she experimented with a new way of looking at the world. Holding up a wildflower, her teacher showed how important it was for her to examine it carefully before drawing it. She looked closely at the flower but saw more than that. She turned it in different directions, drawing it over and over again. Then she tried drawing just part of it to see what it would look like. Every time she drew it, she made the shape of the flower look more and more simpler. By the end, someone looking at her drawing might not have recognized the flower at all. That didn't matter to her at all. She felt it was dull just to copy the flower... and wanted the flower to become a world to be explored.



As an adult remembering her high school experience, she began a series of paintings that explored the world of flowers up close and personal the way she liked to see them. Her composition used the outside format to frame the edges so one could look inside the flowers. Her use of colors and simplified shapes created an abstraction of the flowers.



O'Keeffe's Artwork

- When talking about her artwork, she would often say she painted flowers larger than life size so people would have to look at them and see what she saw in the flower.
- Even though she is most well known for her paintings of flowers, bones, abstractions and landscapes she has also painted cityscapes, portraits, still life's, barns, churches, and more.

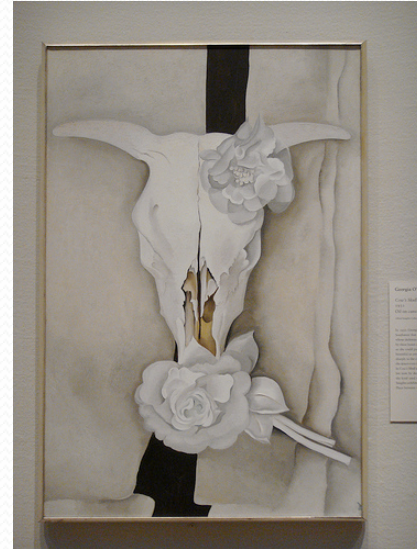
Realistic Flowers and Bones:



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[www.nealtucker.org/tag/
georgia-okeefe/](http://www.nealtucker.org/tag/georgia-okeefe/)

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[faculty.ccri.edu/lmfrolich/
anatomy.htm](http://faculty.ccri.edu/lmfrolich/anatomy.htm)



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Abstractions:



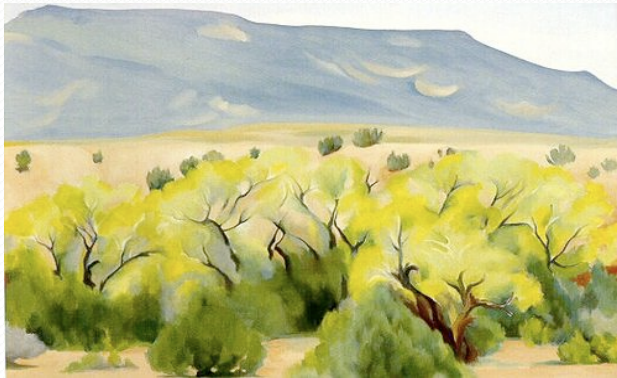
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GEORGIA O'KEEFE
GREY LINE

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Landscapes and Cityscapes:



[www.redeasel.com/
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58 RADIATOR BUILDING — NIGHT, NEW YORK, 1927, oil on canvas, 48 x 30,
Alfred Stieglitz Collection, Carl van Vechten Gallery of Fine Arts at Fisk University

[www.artst.org/okeeffe/O
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Color Wheel Assignment

Requirements:

- Using only the 3 primary colors create a finished color-wheel
- The final color-wheel should include the 3 primary colors, the 3 secondary colors, and the 6 intermediate colors, for a total of 12 parts.
- Be creative in the design of the color-wheel, go beyond the usual pie shape color-wheel
- You will have two days in class for this project.
- Examples.....



Watercolor Experiments

- Using masking tape grid off a piece of watercolor paper into 12 sections.
- Follow the “Basic Watercolor Experiments” handout in regards to the experiments.
- As you work on these experiments, keep in mind... you will need to use at least 3 of these techniques in your final watercolor paintings.

Watercolor Paintings

Requirements for Watercolor Paintings:

For this watercolor painting unit, you will be doing a series of two paintings.

- The first one will be a realistic painting of an object or form that you have brought in to paint. (Like flowers, bones, leaves, tree branches, fruit, etc. in regards to Georgia O'Keeffe.)
- The second painting will be an abstraction of the first painting. You can choose a section of the first painting and blow up one area or distort it, making it less recognizable.
- You will also be required to use a minimum of three watercolor experiments / techniques you learned.
- For these painting keep in mind the elements of art and principals of design we have already discussed in drawing class.